



Public Safety
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BUILDING A **SAFE AND RESILIENT CANADA**



Emergency Management Public Awareness Contribution Program Funding Application Guide

Call for Applications
August 26, 2019 – October 10, 2019

Canada

Introduction

This document is your step-by-step guide for information and guidance in completing an application for funding under the Emergency Management Public Awareness Contribution Program, which falls under the Terms and Conditions of the Policy Development Contribution Program (PDCP). It is meant to be used in tandem with the online application form.

Before applying:

The Terms and Conditions of the PDCP have been modified for the purposes of this targeted solicitation process. The sections of the PDCP that have been modified include:

- 2. Program Description & Objectives and Eligible Types of Initiatives
- 4. Eligible Recipients
- 7. Selection Criteria and Review Procedure
- 9. Type and Nature of Expenditures
- 10. Maximum Amount

It is recommended that applicants review and refer to the information in this Funding Application Guide carefully to ensure that all requirements for this solicitation process are met, and all required supporting documentation is complete. **Please note that incomplete applications will not be considered for funding.**

Should you have any questions about the application process, please contact the Emergency Management Public Awareness Contribution Program mailbox at PS.PACP-PCSP.SP@canada.ca and a Program Officer will provide you with assistance.

Contents

This Funding Application Guide consists of five main sections:

- Section 1:** Program Overview
- Section 2:** Application Requirements and Deadline
- Section 3:** Call for Applications Information
- Section 4:** Introduction to Building a Strong Application
- Section 5:** Application Assessment Process
- Section 6:** Contact Information

Annex A: Application Form Outline

SECTION 1: PROGRAM OVERVIEW

Disasters in Canada are increasing in frequency and severity. To support a sustainable approach to strengthening emergency management and building resilient communities across the country, Public Safety Canada (PS) developed the Emergency Management Strategy for Canada (EM Strategy) in partnership with provincial and territorial governments.

One of the main priorities under the EM Strategy is to improve the understanding of disaster risks in all sectors of society. As part of the broader strategy, funding has been made available under the PDCP to help Canadians understand the risks associated with natural disasters and what they can do to prepare for weather-related emergencies.

PS is looking for national partners with proven experience and knowledge in communicating with vulnerable populations to strengthen emergency readiness in Canada. By funding public awareness projects, PS will support Emergency Management stakeholders in reaching vulnerable, at-risk populations with critical emergency preparedness information that contributes to capacity building and education objectives at the national level.

Objectives of the Emergency Management Public Awareness Contribution Program

The Emergency Management Public Awareness Contribution Program has an allotment of \$5 million available to eligible recipients over five years and for multi-year projects under the communications/information exchange stream of the Policy Development Contribution Program (PDCP).

Maximum funding shall not exceed \$1 million per year per recipient for a maximum of 5 years. Total government funding for approved projects will not exceed 95%. Public Safety Canada's contribution will be based on the total government funding received for the project. Applicants must demonstrate that they are able to provide at least 5% of the total project cost.

The objectives of the program are to:

- Increase the awareness level of the risk vulnerable populations face relative to natural hazards in their region;
- Promote actions at the individual and community level to help reduce the impact of natural disasters and improve resiliency;
- Educate vulnerable populations about how to better prepare for natural disasters; and
- Encourage vulnerable communities to take preventative measures that are realistic for their circumstance.

Eligible Recipients

Financial assistance may be provided to the following classes of recipients:

- National organizations, societies and associations which have voluntarily associated themselves for a not-for-profit purpose, and which have a mandate to represent their membership or community;
- Canadian universities and educational institutions;
- Aboriginal and non-status governments, organizations and communities; and
- Not-for-profit organizations and associations serving the private sector.

Eligible Expenditures

Funds may only be used for eligible expenditures that have been identified in a budget approved by the Department. Eligible expenditures will be those that are incurred by the Recipient, are reasonable, incremental, directly related to, and required to carry out the project activities.

Eligible expenses include:

- a) Salaries and wages for permanent or temporary professional, clerical, technical and administrative services, including contributions to the Canada Employment Insurance Commission, the Canada Pension Plan, the Workers' Compensation Board, the Provincial Pension Plan or other Employee Benefit Plans;
- b) Professional fees for subject matter experts;
- c) Program supplies and materials (less than \$5000 per acquisition);
- d) Travel and living expenses related to the delivery of the project, including transportation rental fees;
- e) Honoraria, defined as time-limited remuneration for a volunteer service or participation in project delivery that is consistent with, and essential to the attainment of, the project's objectives. This can include but is not limited to guest speakers and Elder honoraria. Honoraria cannot be provided as an incentive for participation in a project.
- f) Public awareness and educational activities consistent with the project's objectives;
- g) Translation and simultaneous interpretation activities;
- h) Shipping charges, postage, licences, and other fees;
- i) Printing and distribution activities;
- j) Hospitality in Aboriginal contexts, based on the following criteria:
In Aboriginal communities in Canada, a great deal of the work that is done takes place in a communal setting - often, this takes the form of gatherings or ceremonies that have practical uses as well as fulfilling some of the spiritual and cultural needs of participants. Often more can be accomplished during a day-long gathering or ceremony than can be done in several meetings that take place on a regular basis or back to back. This is true for a number of reasons:
 - events take place that interrupt meetings
 - meetings are necessary for the purpose of doing business with government but not considered culturally important
 - gatherings and ceremonies involve more than just professionals and garner widespread community buy-in and support

For more detailed information about eligible expenses, please refer to the **Budget Template**.

SECTION 2: APPLICATION REQUIREMENTS AND DEADLINE

The current call for applications is open from **August 26, 2019 to October 10, 2019**. Completed applications **must** be submitted online no later than **11:59 Pacific Time (PDT) on October 10, 2019**.

All applicants will receive a confirmation email that their submission was received. If a confirmation email is not received after submission, please contact the **Emergency Management Public Awareness Contribution Program mailbox** at PS.PACP-PCSP.SP@canada.ca for assistance.

To be considered for funding, applications **must** include a completed:

1. Online Funding Application Form (**mandatory**);
2. Project Budget Template (**mandatory**); and
3. Project Workplan Template (**mandatory**).

Applicants **must** use the official templates provided on the Emergency Management Public Awareness Contribution Program webpage to be considered eligible.

Incomplete applications and applications received after **11:59pm Pacific Time (PDT) - October 10, 2019** will not be considered for funding.

SECTION 3: CALL FOR APPLICATIONS INFORMATION

Open Call Funding Stream

The Department is looking to increase the level of awareness and preparedness of Canadians most vulnerable to all-hazards. As such, the mandatory priorities of this targeted solicitation are projects that:

- 1) Include the development and national distribution of public awareness products tailored to the specific needs, risks, and barriers of vulnerable populations;
- 2) Incorporate multiple methods of delivering public awareness products, such as through web products, social media, and printed materials (i.e., pamphlets);
- 3) Establish a metrics mechanism, monitor the impact, and evaluate the effectiveness of tailored public awareness products; and
- 4) Target three or more of the following vulnerable groups of Canadians:
 - Low-income Canadians;
 - Seniors;
 - Women;
 - New Canadians; and
 - Indigenous communities.

To be eligible for funding, funding recipients must also have at least 5 years of experience working with at least three of the vulnerable groups listed above.

Asset Criteria

The following asset criterion is not mandatory but highly encouraged as it will contribute to the project's overall score. Applicants are highly encouraged to:

- 1) Partner with another organization considered essential to the successful implementation of the project.

Through this targeted solicitation, PS is looking to increase the level of awareness and preparedness of Canadians most vulnerable to all-hazards. As such, funding recipients will be required to consult existing public awareness research on emergency preparedness and resilience in Canada (i.e., Survey of Emergency Preparedness and Resilience), link to existing public awareness campaigns (i.e., Flood Ready), and apply their own body of research, expertise in EM, and experience working with vulnerable communities to develop and distribute national public awareness products tailored to the specific needs, risks, and barriers of three or more of the target populations listed above. Following the distribution of the public awareness activities, recipients will be required to monitor the impact and evaluate the effectiveness of their products, as well as present their findings in a final report.

Project Outputs & Weight:

Recipients will produce the following deliverables throughout the duration of the project:

- 1) Public Awareness Product Development and Distribution (should represent 80% of the total project budget); and
- 2) Establishment of a metrics mechanism to monitor the impact and evaluate the effectiveness of tailored public awareness products in a final report (should not exceed 20% of the total project budget).

In the Application Form, applicants must:

- Reference the project budget to demonstrate and explain how the public awareness product development and distribution component of their proposed project represents at least 80% of the total project budget (Question 2.3); and
- Reference the project budget to demonstrate and explain how the metrics mechanism and evaluation component of the proposed project does not exceed 20% of the total project budget (Question 2.9).

Projects with total project budgets that do not follow the weight criteria above will not be considered eligible for funding under the Emergency Management Public Awareness Contribution Program.

Governance

PS will establish a governance body to manage the Emergency Management Public Awareness Contribution Program. PS will play an advisory role and will ask for modifications to proposals as necessary to facilitate the use of projects and associated messaging across the broader EM stakeholder community. Recipients will be expected to provide regular updates (i.e., progress

reports, assessments of impacts, etc.) to the governance body throughout the duration of the project to ensure this cohesiveness and alignment.

Intellectual Property

Funding recipients retain copyright for any work produced under the proposed project. However, recipients must give the Minister a royalty-free, permanent and non-exclusive license to produce, reproduce or publish, in any way, the original work or an adaptation, in any language, for use within the federal public service and for non-commercial distribution, including the evaluation research design, data collection instruments and all interim and final evaluation reports.

Branding

Funding recipients must agree to acknowledge the contribution received from the Minister in a manner satisfactory to the Minister. Recipients must agree to acknowledge the Government of Canada of federal contributions in the form of the prominent display of the “Canada” and/or “Public Safety Canada” word mark, as appropriate, in conjunction with the identification of other formal partners, in all communications with the public.

Maximum Funding per Project

- Maximum funding shall not exceed \$1 million per year per Contribution for a maximum of 5 years.

Stacking Requirement

- Total Canadian Government funding (federal/provincial/territorial/municipal) does not exceed 95% of the total eligible expenditures.
- Funding agreement may be in the form of multi-year funding. No project will extend beyond March 31, 2024.

SECTION 4: INTRODUCTION TO BUILDING A STRONG APPLICATION

To build a strong application, the applicant needs to make sure the following key elements are addressed in the application:

- Use simple language. Only use jargon when necessary. Character limits in the application range from 1000 to 2500 characters;
- Identify your project objectives, ongoing actions, and deliverables, and how they each flow into each other;
- Communicate the intended results of the project clearly;
- Demonstrate how your project and initiative provides advice and/or policy recommendations to the Government of Canada;
- Consider collaborating with other individuals/groups/networks/alliances during or after the project is complete in order to enhance long-term impact of the results and deliverables; and,
- Draft a strong budget and work plan for your project.

There are a number of resources available that provide guidance on developing applications for projects to enhance public awareness of all hazards in Canada that are valuable to consider. Applicants are encouraged to explore the following resources:

- [Emergency Management Strategy for Canada: Toward a Resilient 2030](#)
- [Survey of Emergency Preparedness and Resilience](#)
- [Gender-Based Analysis Plus – Government of Canada’s Approach](#)

SECTION 5: APPLICATION ASSESSMENT PROCESS

Assessment Criteria

Eligible applications will undergo a criteria-based assessment process to ensure that all project applications are assessed objectively against the same criteria, the modified PDCP Terms and Conditions, and the availability of funding.

Assessment Process

The project assessment process will consist of:

- Initial review to verify that mandatory information has been provided, and basic eligibility criteria are met;
- Detailed review to assess the project against merit criteria; and
- Review by a Selection Committee, made up of officials from Public Safety Canada responsible for emergency management.

Communication of Results

Results of the open call process will be communicated to applicants by no later than December 30, 2019.

Selected projects could start as early as January 2020.

SECTION 6: CONTACT INFORMATION

Please direct requests for assistance to the **Emergency Management Public Awareness Contribution Program mailbox** at PS.PACP-PCSP.SP@canada.ca. Program Officers are available to provide advice on the eligibility of applicants, activities and expenses and to answer general questions. Please note that completed applications will not be reviewed prior to submission.

ANNEX A

Application Form Outline

Funding Stream

Communications/Information Exchange Projects

Related Program Area

Emergency Management

Applicant Organization

Organization's legal name

Organization's address

E-mail Address

Website (optional)

Telephone Number

Primary Contact

Name

Title

Mailing Address

E-mail Address

Telephone Number

Additional Contact with Signing Authority

Name

Title

Mailing Address

E-mail Address

Telephone Number

Partner Organization

Organization's legal name

Organization's address

E-mail Address

Website (optional)

Telephone Number

Project Overview

Project Title

Project Duration (months)

Proposed Project Start Date

Proposed Project End Date

Project Location(s)

Total Project Costs (CAD\$)

Public Safety Canada Funding (CAD\$)
Total Public Safety Canada Funding in First Year (CAD\$)

Emergency Management Public Awareness Contribution Program Objectives

By checking this box, the applicant acknowledges that the proposed project will: (You will be required to explain how the project meets each of the mandatory objectives below)

- Increase the awareness level of the risk vulnerable populations face relative to natural hazards in their region;
- Promote actions at the individual and community level to help reduce the impact of natural disasters and improve resiliency;
- Educate vulnerable populations about how to better prepare for natural disasters; and
- Encourage vulnerable communities to take preventative measures that are realistic for their circumstance.

Call Priorities

By checking this box, the applicant acknowledges that the proposed project meets the following mandatory priorities for the Program:

- The project will include the development and national distribution of public awareness products tailored to the specific needs, risks, and barriers of vulnerable populations. The project will incorporate multiple methods of delivering public awareness products, such as through web products, social media, and printed materials (should represent 80% of the total project budget);
- The project will establish a metrics mechanism, monitor the impact, and evaluate the effectiveness of tailored public awareness products in a final report (should not exceed 20% of the total project budget);
- The project must target three or more of the following vulnerable groups of Canadians (select all that apply); and
 - Low-income Canadians;
 - Seniors;
 - Women;
 - New Canadians; and
 - Indigenous communities.
- Funding recipients must have at least 5 years of experience working with at least 3 of the vulnerable groups listed above.

Section 1: Applicant Organization

- Q1.1 Type of organization (*select one*)
- Q1.2 What are the mandate, mission, and objectives of your organization (*2000 character max.*)
- Q1.3 Describe the expertise, resources, skills, experience and knowledge that qualify your organization to deliver this project (*3000 character max.*)
- Q1.4 Describe your organization and partner organization's the level of experience (5 years or more) working with the vulnerable populations targeted by the proposed project (*3000 character max.*)
This must include a description of your organization and partner organization's existing body of research on vulnerable populations targeted by the proposed project.
- Q1.5 Provide information regarding the organization's management practices, including previous history of managing project budgets comparable to that of the proposed project (*2500 character max.*)

Section 2: Project Information

- Q2.1 Brief description of the project (*2500 character max.*)
A brief description of the national scope, overall purpose, and anticipated outcomes of the project.
- Q2.2 Describe how your project aligns with the mandatory Emergency Management Public Awareness Contribution Program objectives (*2500 character max.*)
- Q2.3 Describe how your organization and partner organization will develop and nationally distribute tailored public awareness products to vulnerable populations targeted by the proposed project (*3000 character max.*)
Include a description of how these public awareness products will be linked to existing public awareness research on emergency prepared and resilience in Canada, existing public awareness campaigns (i.e., Flood Ready), and your organization and partner organization's own body of research.

Referencing the project budget, applicants must also explain how the public awareness product development and distribution component of the proposed project represents at least 80% of the total project budget.
- Q2.4 Describe how the proposed project will incorporate multiple methods of delivering tailored public awareness products, such as through web products, social media, and printed materials (i.e., pamphlets). (*2500 character max.*)
- Q2.5 Describe the links between the project activities and the project outcomes (*2500 character max.*)
Referencing the Project Workplan document, describe how and why the activities listed link to the anticipated project outcomes.
- Q2.6 Identify and describe the role of partners essential to the implementation of the project (*2500 character max.*)

- Q2.7 Describe your organization and partner organization's level of experience developing and delivering public awareness or communications products (i.e., social media, pamphlets) (2500 character max.)
- Q2.8 Describe the project risk and mitigation strategy (2000 character max.)
Identify potential project risks, analyze their potential impacts, and identify the measures that will be implemented to mitigate these risks.
- Q2.9 Describe the project's metrics mechanism that will be used to monitor the impact and evaluate the effectiveness of tailored public awareness products (2500 character max.)
Referencing the project budget, applicants must explain how the metrics mechanism and evaluation component of the proposed project does not exceed 20% of the total project budget.

Gender-Based Plus Analysis (GBA+)

Gender-based Analysis Plus (GBA+) is an analytical process used to better understand the different types of experiences and needs of diverse individuals and groups, in order to enhance the success and reduce potential harms of policies, programs, and research projects. Diversity in this context may refer to categories such as sex, gender, race, ethnicity, religion, age, geographic location, socio-economic status, and mental or physical disability, as appropriate to the project.

- Q2.10 Describe the primary risks, needs, vulnerabilities, and/or barriers that may impact the target populations' use of tailored public awareness products and explain how your project will mitigate these risks (2500 character max.)
- Q2.11 Describe the impacts that the project may have on official language minority communities and how the project will address these impacts (2500 character max.)
Identify how the proposed project will be implemented within the broader context of the linguistic duality of Canada and serve official language minority communities while being mindful of gender and diversity issues.

Disclosure

Will this project include the services of a former public servant either as an employee or as a member of the Board of Directors who left the Federal Government in the last twelve months? If yes, please provide assurance that the public servant (or former public servant) is in compliance with the Values and Ethics Code for the Public Sector, and the Conflict of Interest Act (S.C. 2006, c.9) or the Parliament of Canada Act (R.S.C., 1985, c. P-1.01)? (Yes/No)

If yes, please provide assurance (2500 character max.)

Will this project include the services of a lobbyist? If yes, please provide assurance that, where lobbyists are used, they are registered in accordance with the Lobbying Act (R.S.C., 1985, c.44 (4th supp.)) and that no commissions or contingency fees have or will be paid directly or indirectly to any person for negotiating or securing this request for funding? (Yes/No)

If yes, please provide assurance (2500 character max.)

Will a departmental official participate on an advisory committee or board? (Yes/No)
If yes, please describe the role of the departmental official (1000 character max.)

Signature Page

As a representative of the organization named below, I declare that:

- The information in this application and the attached supplementary materials are complete and accurate;
- The application is made on behalf of the organization and named signing authority with their full knowledge and consent;
- The organization agrees to respect and comply with all relevant municipal codes, by-laws and provincial/territorial laws and regulations;
- The organization agrees to respect and comply with the Lobbying Act (R.S.C., 1985, c.44 (4th supp.)), the Values and Ethics Code for the Public Sector, the Policy on Conflict of Interest and Post-Employment, and the Conflict of Interest Act (S.C. 2006, c. 9, s. 2); and
- The organization will disclose any role of a departmental official participating on an advisory committee or board. Such involvement must not be seen to be exercising control on the committee or board or on the use of the funds.

And understand that:

- Project proposals can be shared with other Federal Departments, Provincial and Territorial governments, and relevant stakeholders;
- The information provided in this application may be accessible under the Access to Information Act (R.S.C., 1985, c. A-1); and
- If this project is approved, and it is provided with funding, the organization will be required to comply with the terms and conditions set out in an agreement.

I acknowledge that I understand and agree with the statements above.

I acknowledge that my application is complete and includes the following:

- The Online Funding Application Form;
- The Project Budget; and
- The Project Workplan.

I agree to acknowledge the contribution received from the Minister in a manner satisfactory to the Minister. I agree to acknowledge the Government of Canada of federal contributions in the form of the prominent display of the “Canada” and/or “Public Safety Canada” word mark, as appropriate, in conjunction with the identification of other formal partners, in all communications with the public.

Project signing authority:

Name and Title:

Organization name:

Date:

Would you like to provide any feedback with regards to this application tool (i.e. technology, questions, length, etc)?

Technical Difficulties

Applicants that experience technical issues beyond their control that prevent them from submitting their application by the deadline must e-mail the Public Awareness Contribution Program mailbox to report the technical issue within 24 hours of the application deadline and request approval to submit their application. The e-mail must describe the technical difficulties and include a timeline of the applicant's submission efforts. Once the request has been reviewed, Public Safety Canada will inform the applicant whether the request to submit a late application has been approved or denied. As such, requests will not be automatically approved.

STOP - IMPORTANT - Key to your success

Note that the deadline to submit your application is Thursday, October 10, 2019 at 11:59pm Pacific Time.

Please consult the Emergency Management Public Awareness Contribution Program Call for Proposals webpage and familiarize yourself with the following important documents before starting this funding application form:

- Funding Application Guide (includes all of the questions in this online application form for reference)
- Budget Template (mandatory)
- Workplan Template (mandatory)

Ensure that all applicable sections of this application form are completed, including budget and workplan documents. Incomplete applications, or submissions not including mandatory documents will not be considered for funding.

Should you have any questions about the application process, please contact the program through the Emergency Management Public Awareness Contribution Program mailbox and a Program Officer will provide you with assistance.

Notice to the Applicant

Applicants are not to assume an approval or incur obligations or expense until such time as they have been notified of funding approval and have signed a contribution agreement.

All contributions are subject to the availability of appropriated funds and any modifications or additional requirements that may be imposed by the requirements of the Policy on Transfer Payments.

Public Safety Canada may elect to make contributions for applications submitted under this solicitation in the future. These may be dependent on, among other considerations, the merit of the applications and on the future availability of appropriations.

Please note that should you be awarded funding, you will be required to report project data in a template provided by Public Safety Canada.

Official Languages

The program's overall objectives will be implemented within the broader context of the linguistic duality of Canada by supporting projects that will serve official language minority communities while being mindful of gender and diversity.

In their proposals, applicants are required to demonstrate the ways by which their project will respond to the needs of the official language minority communities and the impact their project may have on these communities.

Confidentiality

Information provided by applicants is subject to the *Access to Information Act* (R.S.C., 1985, c. A-1) and the *Privacy Act* (R.S.C., 1985, c. P-21). Information provided is collected under the authority of the *Department of Public Safety and Emergency Preparedness Act* (S.C. 2005, c. 10) for the purpose of supporting the implementation of projects. The information collected in this application will be used, and may be disclosed, for the purposes of assessing the eligibility/merits of your application's evaluation. Information that you provide may be shared with external consultants, review committee members, officials in other Departments, Federal, Provincial and/or Territorial Governments or Members of Parliament. It may also be used and/or disclosed for policy analysis, research and/or evaluation purposes in order to conduct these activities.

Please note, these additional uses and/or disclosures of information will not impact your project. Should you have questions regarding the manner in which Public Safety Canada handles your personal information, you may elect to contact Director of Access to Information and Privacy (ATIP) at Public Safety Canada or The Office of the Privacy Commissioner of Canada.